

Common Customer Interview Questions

Review the following list of common questions asked during customer interviews. Using these questions as suggestions, come up with a maximum of 10-12 questions to be asked during the customer phone interviews.

GENERAL COMPANY AND MARKET INFORMATION

1. What function does part/product perform for you?
2. What factors influence demand for the parts/products client's name provides you?
3. Is your demand increasing, decreasing or constant for part/product?
4. How much do you buy of part/product? How frequently do need to buy part/product?
5. How do you make your buying decision?
6. What are important buying criteria? *(Refer to the Customer Opinion Survey to see how client ranked the categories.)*
7. Is location a factor in your buying decision?
8. What is the primary basis of comparison with other products or services?
9. What risks, if any, do you perceive in buying part/product?
10. What services do you expect from suppliers of part/product?
11. Where do you seek information about part/product or suppliers of part/product?
12. Where do you go to get information about your industry or markets (i.e. trade associations, trade publications, internet sites, newsletters, interest groups, etc.)?
13. What are the biggest challenges your company is facing at this time?

SPECIFIC CLIENT INFORMATION

14. Why did you select client name as a supplier?
15. Does client name do all of your type of work? If not, approximately what % do they do?

16. What other companies do you use for **__type of work__**? (*Only ask if they didn't complete competitor information on survey*)
17. What do you like best about **__client's name__** work?
18. What do you like least about **__client's name__** work?
19. Compared to other with your other suppliers, what are **__client's name__** advantages?
Disadvantages?
20. Have you had any unsatisfactory experiences working with **__client's name__**?
21. Are there other services you would like **__client's name__** to provide?
22. Would you recommend **__client's name__** to others?
23. How would you describe **__client's name__** to others?